

State of the Industry

- 2010 box office surpassed **\$10.5 billion**, on 1.340 billion admissions, and four of the last five years saw an increase in box office . 2010 marked the **fourth straight \$4 billion-plus summer** season.
- The long-term trajectory for the cinema industry is **GROWTH**.
- **40-year upward trend** in box office and admissions.

Decade	Average Annual Admissions
1971-80	995 million/year
1981-90	1.13 billion/year
1991-00	1.28 billion/year
2001-10	1.43 billion/year

- DVDs and other in-home technologies—within a properly structured release window—are not a threat to movie theatres. Theatre box office and admissions rose right along with the growth of DVDs. DVD sales are now declining following the 2003-05 theatrical downturn.
- **Product drives the cinema business.** When the movies are good, people leave their homes in droves for the big screen. When the movies are not as good, we see a dip.